

## Welcome to the Webinar!

- Webinar will be 60 minutes in length with time for questions
- Audio is through your telephone or computer microphone & speakers
- The webinar phone line will be muted during the presentation because we are recording
- Questions can be typed in throughout the webinar and will be answered at the end by the speakers

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## Webinar Speakers

- Mary Ann Dickinson  
Alliance for Water Efficiency
- Peter Mayer, WaterDM
- Steve Whitesell, Radian Technical Marketing

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## Purpose of the Webinar

- Show the water usage calculator structure and special features in a live demo
- Present program ideas on how to benefit from the calculator and provide useful information to your customers
- Describe the options for customizing the calculator to your specific program objectives

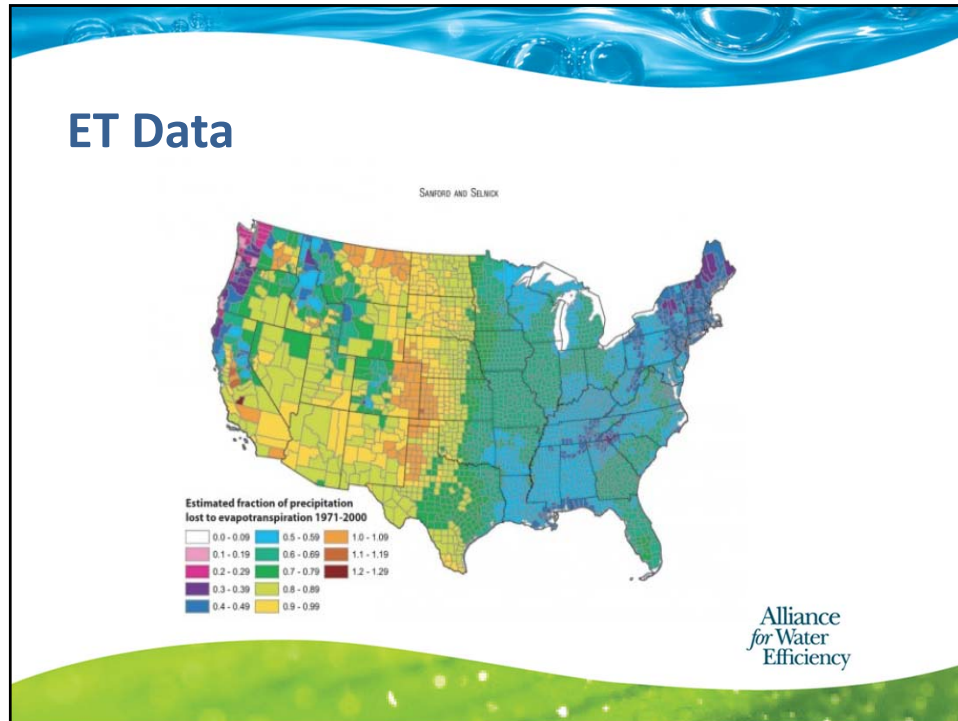


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## Background on the Calculator

- Main feature of AWE's consumer web site Home Water Works ([www.home-water-works.org](http://www.home-water-works.org))
- Partnership with the Field Museum in Chicago
- Built in Drupal
- Background algorithms use data from the Residential End Uses Study
- Calculator automatically switches units to liters when Canadian postal codes are entered
- Outdoor water needs are calculated with an ET data base connected to US zip codes and Canadian postal codes

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## Special Features of the Calculator

- Easy to use graphical interface
- 4 simple beginning questions give a preliminary consumption estimate which is later refined in a fun “treasure hunt”
- User searches for magnifying glass icon where further information is needed
- Answers help provide accurate water usage estimates for the household
- User can save calculator answers if not finished

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## Calculator Outputs

**When all questions are answered the following is provided:**

- Water consumption tabular data and a pie chart of water uses
- Specific menu of options to improve efficiency both indoors and outdoors
- Comparison with the average homes in the zip code
- Comparison with a water efficient home
- Carbon footprint information
- Specific menu for the homeowner to improve their water efficiency both indoor and outdoors

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**Live Demo**

## Program Ideas

- Tie the completed customer's consumption report to free retrofit incentives such as rebates or prizes such as NeverWaste water bottles
- Offer a coupon for x% off their water bill for a completed consumption report with proven water use reduction from implementing tips
- Hold neighborhood competitions for lowest reported calculator water use as verified by metered records (evaluate on a per capita basis)

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## More Program Ideas

- Hold school contest and award prizes for most number of printed reports filed per class (e.g. baseball game tickets, movie tickets)
- Hold Use calculator as water use teaching aid in high school classes
- Consider customizing the calculator for your specific utility program

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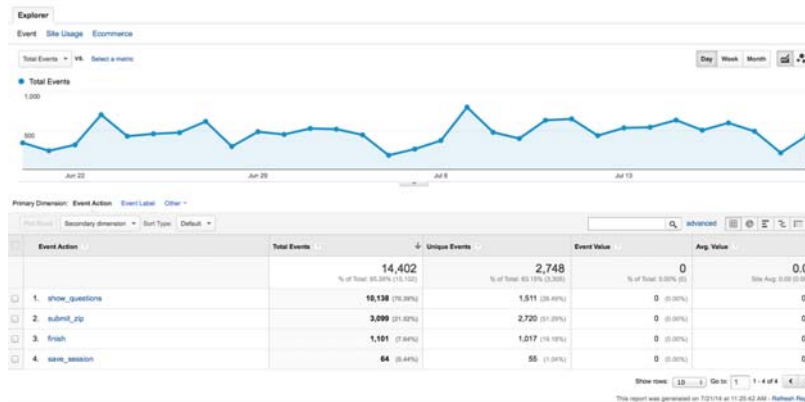


## Basic Calculator Customization

- AWE will license the tool to you
- Basic package allows the following:
  - ✓ AWE Member name and logo
  - ✓ Specialized hosting
  - ✓ Substitution of local ET data by zip code
  - ✓ Simple modifications of tips, rebates and links
  - ✓ Google analytics by zip code
- Basic package cost:
  - ✓ One time setup fee: **\$9,500**
  - ✓ Annual licensing and hosting fee (for basic service): **\$6,000**



## Google Analytics



## Detailed Calculator Customization

- Cost estimate provided upon request for both one time setup and annual hosting fees.
- Detailed customization options:
  - ✓ Requesting account number and/or email from customer
  - ✓ More complex content or algorithm changes
  - ✓ Hosting within a customer portal
  - ✓ Billing data integration
  - ✓ Custom reporting

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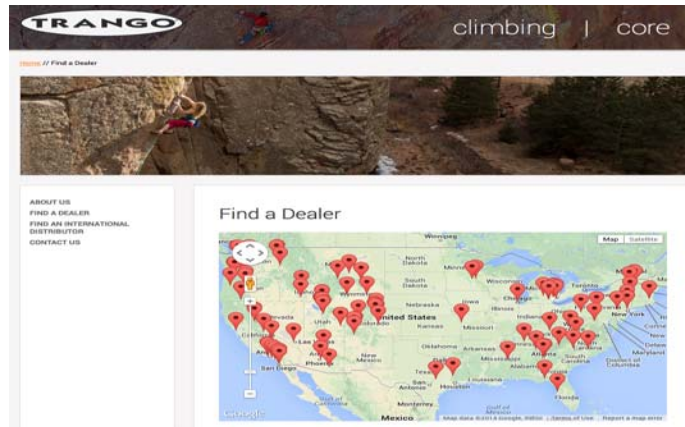
## iFrame Hosting

- Central hosting within an iFrame environment will appear to user that they are on your web site
- iFrame is enabled via a site / IP address verification key
- Allows for centralized calculator maintenance and modifications
- Maintains branding of your website
- Dedicated hosting and server space

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## Sample iFrame Hosting



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## In Closing.....

- Got any questions? Type them in!
- A PDF of the presentation as well as the recorded webinar will be posted online at [www.a4we.org/webinars.aspx](http://www.a4we.org/webinars.aspx)
- Contact us for a free linking logo
- Contact us for information on customization phone: 773-360-5100
- Next AWE Webinar: Financing Sustainable Water on September 9



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**Thank You for  
Attending the  
Webinar!**

 **Alliance for Water Efficiency**  
*To promote the efficient and sustainable use of water*

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